



CIS 405: Business Intelligence

Overview

Business Intelligence (BI) is a critical discipline that includes the technologies and practices used for the collection, integration, analysis, and presentation of information to support a wide variety of business decision-making capabilities. BI systems provide historical, current, and predictive views of departmental or enterprise business operations, most often using data that has been brought together into a consolidated data warehousing environment. This course presents students with a practical yet also visionary perspective of today's and tomorrow's BI environments with a particular focus on building and using the highest-return, business-essential BI capabilities.

What You'll Learn

- Key concepts, principles, and applications of business intelligence
- How to make use of hands-on experience with a business intelligence software tool
- The respective roles of business intelligence, data warehousing, business performance management, and data mining as parts of an overall solution to deliver data-driven insight

How to Succeed

To be successful in this course, we recommend English language fluency and computer literacy. A basic understanding of computing principles is recommended. We encourage you to make sure your laptop or desktop computer meets the [technical requirements](#).

Coursework must be completed on a laptop or desktop computer. Some course tools are not compatible with 2-in-1 or hybrid laptops (such as Google Chromebooks).

CIS 105 Computer Applications and Information Technology is strongly suggested as a prerequisite for success in this course.

Earn College Credit

This course appears on your transcript identically to how it appears on the transcript of an enrolled ASU student.

This course satisfies 3 credit hours at Arizona State University. It is strongly encouraged that you consult with your institution of choice to determine how these credits will be applied.

In order to receive academic credit for this course, you must earn a grade of "C" or better. You have one year to add the course to your transcript.

This course is part of the [Applied Business Analytics Certificate](#).

Exams and Grading

200 pts

Tableau Assignments

60 pts

Quizzes

30 pts

Writing Assignments

80 pts

Final Exam

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Materials

This course makes use of open educational resources (OERs) provided within the course, **no purchase necessary**.

Graded Assignments

Graded assignments are required and count towards your final grade. Students must submit all assignments via the course site unless otherwise instructed.

Tableau Assignments: This course has two software assignments, at 100 points each for a total of 200 points. Assignments will use Tableau software through which students will implement key BI learnings from the course material.

Writing Assignments: There are three writing assignments worth 30 points total, 10 points each. Writing assignments in this course will allow you to apply what you have learned.

Quizzes: There are three quizzes worth 60 points total, 20 points each. You will have three attempts on each quiz. A score of 80% on each quiz is required to earn credit in this course.

Final Exam: The final exam is worth 80 points and will consist of 40 multiple choice questions derived from the quizzes. You will have two hours to complete this test once started. You must earn an 80% on the exam to continue to the last module. You will have three attempts to earn 80%.

Course Communication

All communication will take place via the discussion forums and course announcement page. There will be a discussion forum where you can post general questions, comments, and direct inquiries for the instructor and course team. Please use these forums to ensure a timely response. Your instructor will not be able to respond to email.

Additional Information

If you have questions about Universal Learner Courses and how they work, please visit ea.asu.edu or contact our support team at ulcourses@asu.edu.

Instructor led Version

Time Commitment

This is an asynchronous, online course. This means, while you will have deadlines, you do not need to be at your computer at specific times or participate in live activities.

To be successful in this class, you must view all course pages and complete all graded work by the deadlines indicated. Also, keep in mind that "attendance" in an online course means logging into the platform on a regular basis, checking for course announcements, and visiting and participating in the discussion forums.

This 3 credit, 8 week course requires about 135 hours of work. Therefore, expect to spend approximately 15-20 hours per week preparing for and engaging in this course.

Assignment Deadlines

Your instructional team will provide all content and learning activities on or through your course site. It is your responsibility to review all content, fulfill all assignments on time, and ask any questions you have in the designated discussion area. It is also your responsibility to determine the due dates and times for all course assignments according to your time zone. Due to the large-scale format of Universal Learner Courses, late assignments will not be accepted at any point during the course, and we cannot make exceptions.

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Self paced Version

Time Commitment

The work in this course is equivalent to an eight week course but you have one year to complete it. Please plan your goals accordingly. During this year, you are encouraged to work through the course at a pace that suits your needs.

You have one year from the date you enrolled to complete the course, and you have one year from the date you complete the course to purchase your academic credit.

Course Resets

Self paced courses cannot be reset. If you are not happy with your grade and want to take the course again, you have two options: you may take the course the next time it is offered in an instructor led format or wait until a new version of the self paced course opens at the beginning of every academic year on the first day of class in August.

Transcript

You will be able to add the course to your transcript **six weeks after enrolling**. Although the course is self paced, course attendance dates will be listed on your transcript. After purchasing the credits, the course will appear on your transcript in the session you **completed** the course. If you are on the cusp of two sessions and need to confirm the date of completion or beginning/end of a session, please contact our support team at ulcourses@asu.edu.